

Message Text

UNCLASSIFIED

PAGE 01 ATHENS 03709 141047Z

15

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 NEA-09 RSC-01 DRC-01 /023 W

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R 140915Z JUN 74

FM AMEMBASSY ATHENS

TO USDOC WASHDC

INFO SECSTATE WASHDC 3775

UNCLAS ATHENS 3709

E.O. 11652: N/A

TAGS: ETRD, GR

SUBJECT: ADVERTISING GREEK TOURISM IN USA

1. ANDREW C. YANNOPOULOS, ADVERTISING DIRECTOR, GREEK TOURIST ORGANIZATION (EOT), CALLED ON ECONOMIC COUNSELOR JUNE 12 TO REQUEST EMBASSY'S ASSISTANCE IN CONTACTING LEADING U.S. ADVERTISING FIRMS QUALIFIED TO UNDERTAKE ADVERTISEMENT OF GREEK TOURISM IN U.S.

2. MR. YANNOPOULOS STATED THAT FOR LAST EIGHT YEARS EOT ADVERTISING IN U.S. CONDUCTED BY A.C.&R. ADVERTISING INC., 437 MADISON AVENUE, N.Y. 10022. WHILE EOT NOT DISSATISFIED WITH SERVICES OF AC&R, YANNOPOULOS SAID EOT FEELS TIME RIPE FOR FRESH APPROACH

3. EMBASSY WOULD APPRECIATE RECEIVING ASAP FOR TRANSMISSION TO EOT NAMES AND ADDRESSES OF THREE TO FIVE PROMINENT U.S. FIRMS QUALIFIED TO HANDLE TOURIST DEVELOPMENT ADVERTISING. TASCA

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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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